AMENDMENTS TO THE CLAIMS

In the Claims:

Please cancel *EXISTING* claims 1 - 10. Please add new claims 11 – 31 as follows:

11. A method comprising:

receiving customer information in a first schema database;

receiving a definition of a meta model;

receiving a selection of at least one of a table, a column and a function defining a
dynamic expression;

associating the dynamic expression with a first segmentation code value;

segmenting the customer information into at least one of a plurality of groups based upon
the meta model and the dynamic expression; and

executing at least one profile formed from the at least one group and the dynamic
expression by successively evaluating the dynamic expression, thereby enabling
dynamic assignment of customers to groups for organizing the customer
information into a second schema database.

12. The method of claim 11, wherein segmenting further comprises:

assigning each customer to a group based upon a value of an attribute corresponding to
the customer using the dynamic expression thereby defining the at least one of a
plurality of groups.

13. The method of claim 11, wherein segmenting further comprises:

forming at least one of a plurality of expressions, each evaluating to a value.

14. The method of claim 11, wherein the dynamic expression further comprises a
plurality of attributes, wherein the attributes are combinable based upon at least one of a
plurality of functions.

15. The method of claim 14, wherein at least one of a plurality of functions includes
at least one of arithmetic operators and logical operators.

3

16.   The method of claim 13, where segmenting further comprises:
mapping values produced by at least one of a plurality of expressions to at least one of a plurality of segmentation code values.

17.   The method of claim 16, wherein mapping further comprises:
assigning numeric values to particular ones of a plurality of segmentation code values.

18.   The method of claim 16, wherein mapping further comprises:
assigning enumerative values to particular ones of the plurality of segmentation code values.

19.   The method of claim 16, wherein mapping further comprises:
mapping a range of expressions to at least one segmentation code value.

20   The method of claim 12, the at least one attribute includes at least one of age and income.

21.   A computer readable medium comprising:
instructions for causing one or more processors to receive customer information in a first
        schema database;
instructions for causing one or more processors to receive a definition of a meta model;
instructions for causing one or more processors to receive a selection of at least one of a
        table, a column and a function defining a dynamic expression;
instructions for causing one or more processors to associate the dynamic expression with
        a first segmentation code value;
instructions for causing one or more processors to segment the customer information into
        at least one of a plurality of groups based upon the meta model and the dynamic
        expression; and
instructions for causing one or more processors to execute at least one profile formed
        from the at least one group and the dynamic expression by successively

4

evaluating the dynamic expression, thereby enabling dynamic assignment of customers to groups for organizing the customer information into a second schema database.

22.   The computer readable medium of claim 21, wherein instructions for causing one or more processors to segment further comprises:

instructions for causing one or more processors to assign each customer to a group based upon a value of an attribute corresponding to the customer using the dynamic expression thereby defining the at least one of a plurality of groups.

23.   The computer readable medium of claim 21, wherein instructions for causing one or more processors to segment further comprises:

instructions for causing one or more processors to form at least one of a plurality of expressions, each evaluating to a value.

24.   The computer readable medium of claim 21, wherein the dynamic expression further comprises a plurality of attributes, wherein the attributes are combinable based upon at least one of a plurality of functions.

25.   The computer readable medium of claim 24, wherein at least one of a plurality of functions includes at least one of arithmetic operators and logical operators.

26.   The computer readable medium of claim 23, where instructions for causing one or more processors to segment further comprises:

instructions for causing one or more processors to map values produced by at least one of a plurality of expressions to at least one of a plurality of segmentation code values.

27.   The computer readable medium of claim 26, wherein instructions for causing one or more processors to map further comprises:

instructions for causing one or more processors to assign numeric values to particular ones of a plurality of segmentation code values.

28.   The computer readable medium of claim 26, wherein instructions for causing one or more processors to map further comprises:

instructions for causing one or more processors to assign enumerative values to particular ones of the plurality of segmentation code values.

29.   The computer readable medium of claim 26, wherein instructions for causing one or more processors to map further comprises:

instructions for causing one or more processors to map a range of expressions to at least one segmentation code value.

30   The computer readable medium of claim 22, the at least one attribute includes at least one of age and income.

31.   An apparatus comprising:

means for receiving customer information in a first schema database;

means for receiving a definition of a meta model;

means for receiving a selection of at least one of a table, a column and a function defining a dynamic expression;

means for associating the dynamic expression with a first segmentation code value;

means for segmenting the customer information into at least one of a plurality of groups based upon the meta model and the dynamic expression; and

means for executing at least one profile formed from the at least one group and the dynamic expression by successively evaluating the dynamic expression, thereby enabling dynamic assignment of customers to groups for organizing the customer information into a second schema database.

Respectfully submitted,

METAEDGE CORPORATION

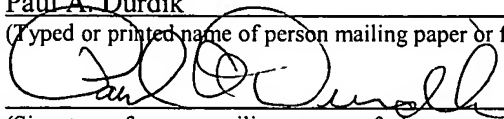Dated: January 26, 2004

Paul A. Durdik
Registration No. 37,819

1900 Embarcadero Road
Suite 109
Palo Alto, California 94303
Tel: (650) 842-0300
Fax: (650) 842-0304

Express Mail" mailing label number __EU824631737US_____ Date of Deposit: __1/26/04__

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Paul A. Durdik
(Typed or printed name of person mailing paper or fee)

(Signature of person mailing paper or fee)